



# **Strategy Development for Communication Approaches: HAST Programme, Community Health Workers and Healthcare Providers in Capricorn District**

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# Presentation Outline

- Background
- Methods
- Key Results
- Conclusions and Recommendations
- Summary of Key Points

***The heartland of southern Africa - development is about people***



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# Background

- This paper focuses on the development of a Communication Strategy for the Capricorn District HAST Programme's Community Healthcare Workers and Healthcare Service Providers

*The heartland of southern Africa - development is about people*



# Methods

- A qualitative research approach, guided by the major tenets of the Health Belief Model, was used to determine the modifying factors, individual beliefs and cues for action that helped to inform the Communication Strategy
- Strategy was developed in 2015
- Key Informant Interviews with District Managers
- One focus group interview conducted with the 9 Capricorn District AIDS (DAC) Council Members:
  - Faith-Based Organisations, traditional health practitioners, traditional leaders, youth, men, women, persons living with disabilities, older persons, PLHIV



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# FGD Key Results:

## Successes of HAST Programmes

DAC Members identified that the successes of Capricorn HAST programme include:

- Community Health Workers (CHWs) positively encourage community members to disclose status and link to care
  - Disclosure assists community members to openly access support systems and treatment services to help them cope with their disease and prevent the spread of disease in their community
- CHWs successfully increased the knowledge of HIV/STIs in their organizations



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# FGD Key Results:

## Successes of HAST Programmes

- The nature and structure of support by health care providers and CHWs are adequate
- Behaviour change messages provided by CHWs were comprehensive and helped the DAC representatives, and the members of their organizations, have a better understanding of how to decrease their risk of HIV
- CHWs successfully increased the knowledge about the availability of HIV, STI, and TB health services
  - Community members were agreeable with the number of services offered



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# FGD, Key Results: Weaknesses and Barriers of Capricorn HAST Programmes

DAC Members perceptions of weaknesses and barriers of Capricorn HAST programme include:

- HAST Programme falls short of addressing stigma and discrimination related to HIV, STIs, and TB in the communities
- HAST Programme has limited health promotion activities
  - Inadequate number of pamphlets and education sessions about HIV, STI, and TB prevention
- HAST programme has healthcare workers with a lack of specialised skills
  - E.g. Interpreters for people with hearing impairments



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# FGD, Key Results: Weaknesses and Barriers of Capricorn HAST Programmes

- Health communication messages and CHW services not always applicable to the community they are targeting
  - E.g. condom demonstrations for groups of older men at tribal offices being done by young girls
- CHWs and Healthcare Providers continue to have negative and discriminatory attitudes when delivering HIV, STI services



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# Capricorn District HAST Communication Strategy Development, 2015

- HAST Programme Communication Strategy was developed and addressed some of the following gaps:
  - Stigma and discrimination
  - Attempt to influence social responses
  - Increase knowledge of HAST in a language or visual medium that several target groups can understand and identify with
  - Stimulate community dialogue that encourages community and national discussions on the basic facts of HAST and the underlying factors that contribute to the epidemic
  - Promote essential behaviour change that encourages appropriate attitudinal changes



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# Capricorn District HAST Communication Strategy Implementation, 2015 - 2018

- Communication Strategy distributed to healthcare providers, CHWs and NGOs working with PHCs and Limpopo Provincial level DoH Officials
  - Encouraged Healthcare Providers to use targeted approaches in reaching different segments of the communities
  - E.g. Pamphlets used for people with higher levels of education; messages on social media used for targeting youth
- Communication Strategy has been helpful at the provincial level to guide health promotion communication

# Lessons Learned

- Provincial Level Communication Strategies can be used to:
  - Address HAST stigma and discrimination from CHWs, Healthcare Providers, and the community members
  - Empower CHWs and health care providers with contextual relevant HAST messages
  - Reach high risk groups that need targeted and specialized messaging to ignite behaviour changes



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